

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

<u>Contract / Revision</u> 787503 /		<u>Alt Order #</u> 06212084
<u>Product</u> BROWN FOR SENATE		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u>
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	10/16/12	10/19/12	Action News at 6p	6-630p		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$375.00			
2	WOIO	10/22/12	10/22/12	Action News at 6p	6-630p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$375.00			
3	WOIO	10/16/12	10/19/12	Action News at 5p	5-6p		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$375.00			
4	WOIO	10/22/12	10/22/12	Action News at 5p	5-6p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$375.00			
5	WOIO	10/21/12	10/21/12	SU Action News at 630p	630-7p		:30			NM	2	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$425.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/15/12-10/21/12	SU Action News at 630p	630-7p	-----Su	:30		\$425.00	NM		
			See MG 5.2,5.3									
	2	WOIO	10/16/12-10/19/12	The Early Show	7-9a	-TuWThF----	:30		\$250.00	NM		
			Ⓜ MG for 5.1 10/21									
	3	WOIO	10/16/12-10/19/12	America Now	9-10a	-TuWThF----	:30		\$175.00	NM		
			Ⓜ MG for 5.1 10/21									
6	WOIO	10/20/12	10/20/12	SA Action News at 7p	7-8p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$325.00			
7	WOIO	10/16/12	10/19/12	Action News at 4p	4-5p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$300.00			
8	WOIO	10/22/12	10/22/12	Action News at 4p	4-5p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$300.00			
9	WOIO	10/16/12	10/19/12	M-F 7-730p	7-730p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 787503 /		<u>Alt Order #</u> 06212084
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Product</u> BROWN FOR SENATE
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$800.00			
10	WOIO	10/22/12	10/22/12	M-F 7-730p	7-730p		:30			NM	1	\$800.00
Week:		<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$800.00			
11	WOIO	10/16/12	10/19/12	M-F 730-8p	730-8p		:30			NM	4	\$3,600.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$900.00			
12	WOIO	10/22/12	10/22/12	M-F 730-8p	730-8p		:30			NM	1	\$900.00
Week:		<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$900.00			
13	WOIO	10/18/12	10/18/12	Thur Hour 3	10-11p		:30			NM	1	\$2,750.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ---1---				<u>Spots/Week</u> 1	<u>Rate</u> \$2,750.00			
14	WOIO	10/16/12	10/16/12	Tue Hour 1	8-9P		:30			NM	1	\$3,250.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$3,250.00			
15	WOIO	10/19/12	10/19/12	Fri Hour 3	10-11p		:30			NM	1	\$2,500.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00			
16	WOIO	10/21/12	10/21/12	Sun Hour 4	10-11p		:30			NM	1	\$2,500.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00			
17	WOIO	10/18/12	10/18/12	Thur Hour 2	9-10P		:30			NM	1	\$2,750.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ---1---				<u>Spots/Week</u> 1	<u>Rate</u> \$2,750.00			
18	WOIO	10/22/12	10/22/12	Mon Hour 3	10-11P		:30			NM	1	\$2,500.00
Week:		<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00			
19	WOIO	10/16/12	10/16/12	Tue Hour 3	10-11P		:30			NM	0	\$0.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$3,250.00			
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1		WOIO	10/15/12-10/21/12	Tue Hour 3	10-11P	-Tu-----	:30		\$3,250.00	NM		
Credited												
20	WOIO	10/21/12	10/21/12	Sun Hour 3	9-10p		:30			NM	1	\$3,000.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00			
21	WOIO	10/17/12	10/17/12	Wed Hour 2	9-10p		:30			NM	1	\$3,000.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> --1---				<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00			
22	WOIO	10/19/12	10/19/12	Fri Hour 2	9-10p		:30			NM	1	\$2,500.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00			
23	WOIO	10/21/12	10/21/12	Sun Hour 2	8-9p		:30			NM	1	\$3,000.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00			
24	WOIO	10/17/12	10/17/12	Wed Hour 3	10-11p		:30			NM	1	\$2,750.00
Week:		<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> --1---				<u>Spots/Week</u> 1	<u>Rate</u> \$2,750.00			

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
25	WOIO	10/17/12	10/17/12	Wed Hour 1	8-9p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$3,000.00			
26	WOIO	10/21/12	10/21/12	Sun Hour 1	7-8p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$4,500.00			
27	WOIO	10/22/12	10/22/12	Mon Hour 2	9-10p		:30			NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$3,750.00			
28	WOIO	10/16/12	10/19/12	David Letterman	1135p-1238a		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				8	\$300.00			
29	WOIO	10/22/12	10/22/12	David Letterman	1135p-1238a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$300.00			
30	WOIO	10/21/12	10/21/12	11p-1205a	11p-1205a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$550.00			
31	WOIO	10/16/12	10/19/12	Action News at 11p	11-1135p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$700.00			
32	WOIO	10/20/12	10/20/12	11p-1205a	11p-1205a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$450.00			
33	WOIO	10/22/12	10/22/12	Action News at 11p	11-1135p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$700.00			
N 34	WOIO	10/16/12	10/19/12	3-4p	3-4p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$800.00			
Totals											63	\$66,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/15/12 - 10/21/12	53	\$56,650.00	\$48,152.50
10/22/12 - 10/28/12	10	\$10,300.00	\$8,755.00
Totals	63	\$66,950.00	\$56,907.50

Signature: _____ **Date:** _____

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